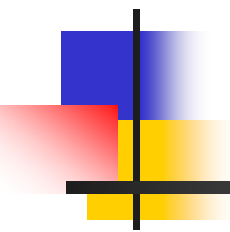


# 2002 Hampton Citizen Survey

- 
- Conducted by Continental Research Assoc., Inc.
  - Independent telephone survey of 300 residents
  - Sept. 9 – Sept. 26, 2002 (same time each year)
  - Randomly-selected households
  - Professional interviewers using a 6-attempt method
  - Margin of error = +5.6%



# 2002 Hampton Citizen Survey

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Purpose – Measure the opinions of Hampton residents. (Tracking study began in 1987.)

Helps identify strengths and weaknesses of City government and the City.



# Rating of City Services

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## Entertainment at Hampton Coliseum

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	83.2%	82.9%	90.0%	83.6%



# Rating of City Services

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## Public Libraries

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	97.7%	97.0%	98.3%	96.0%



# Rating of City Services

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## The City's parks

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	91.9%	87.8%	91.3%	88.3%



# Rating of City Services

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## Community Centers

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	90.8%	90.7%	92.6%	87.7%



# Rating of City Services

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## Paramedic and Ambulance Services

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	97.7%	95.6%	98.7%	98.0%



# Rating of City Services

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## Police Services

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	91.7%	91.3%	92.0%	91.3%





# Rating of City Services

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## Fire Services

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	99.0%	99.7%	100.0%	99.0%



# Rating of City Services

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## Public Health Services

**1999**

**2000**

**2001**

**2002**

Satisfied	93.8%	92.3%	96.3%	90.4%
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# Rating of City Services

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## Social Services Programs

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
--	--------------------	--------------------	--------------------	--------------------

Satisfied	84.2%	86.3%	91.0%	84.8%
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# Rating of City Services

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## Public School System

**1999**

**2000**

**2001**

**2002**

Satisfied

75.3%

77.1%

81.7%

78.3%



# Rating of City Services

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## Youth Sports Activities

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	91.4%	88.7%	90.8%	88.9%



# Rating of City Services

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## Adult Recreation Activities

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	86.9%	84.2%	88.0%	86.6%



# Rating of City Services

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## Parenting Programs, Classes and Resources

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	94.5%	88.6%	92.9%	91.9%



# Rating of City Services

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## Cultural and Arts Programs

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	89.6%	84.2%	87.4%	84.9%





# Rating of City Services

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## Recycling Program

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	84.7%	87.0%	91.0%	89.3%



# Rating of City Services

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## Garbage Collection

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	96.3%	92.0%	96.0%	93.6%



# Rating of City Services

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## Application process for obtaining City permit

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	88.3%	89.6%	91.5%	87.2%



# Rating of City Services

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## Information available on City services

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	91.0%	90.7%	94.7%	91.7%



## Rating of City Services

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### Beautification & Landscaping of City roadways

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	83.4%	81.7%	86.3%	79.0%



## Rating of City Services

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### The overall appearance of Hampton

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
--	--------------------	--------------------	--------------------	--------------------

Satisfied	90.7%	87.3%	89.7%	83.0%
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## Rating of City Services

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### Condition of the main roads in the City

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	73.4%	65.0%	72.3%	63.3%



## Rating of City Services

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### Condition of Neighborhood Streets

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	69.8%	65.3%	71.0%	74.7%





## Rating of City Services

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### The Ease of Traffic Flow on Main Roads

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	66.4%	69.7%	63.3%	52.0%



## Rating of City Services

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### Ease of Traffic flow on Neighborhood Streets

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	87.7%	90.0%	89.7%	90.0%



# Rating of City Services

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## Courtesy of City Employees

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	93.4%	94.0%	93.7%	93.3%



# Rating of City Services

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## Overall work performance of City employees

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	94.0%	93.3%	91.7%	90.3%
Mean	3.06	3.06	3.06	3.01

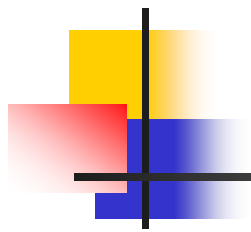


# Rating of City Services

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## 311 Phone System

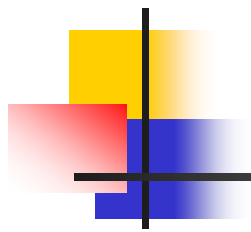
	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	88.1%	91.1%	92.5%



“I know how to inform the City about the way I feel on important issues”

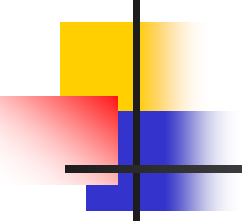
	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
--	--------------------	--------------------	--------------------	--------------------

Agree	79.4%	81.7%	84.3%	73.3%
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“Before the City makes important decisions, it considers the opinion of citizens who want to be heard”

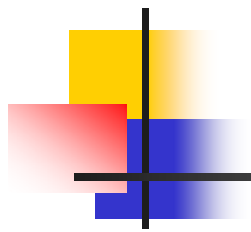
	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Agree	72.8%	69.7%	74.0%	62.7%



“City works to provide services to improve the quality of life in all Hampton Neighborhoods”

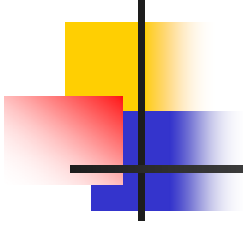
	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Agree	73.1%	72.3%	78.0%	75.0%





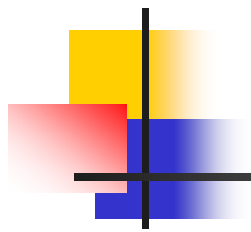
“Generally speaking, my neighborhood receives the City services it needs”

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Agree	85.7%	85.3%	84.7%	86.0%



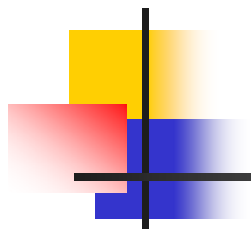
## Called City in Last Year

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Yes	51.2%	56.3%	54.0%	53.3%



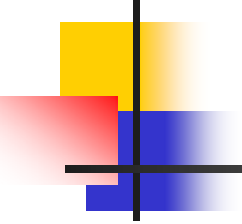
How satisfied were you with the ease of making that contact?

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	81.2%	78.7%	92.0%	81.3%



How satisfied were you with how quickly the City handled things?

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	77.9%	77.5%	86.4%	81.3%



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How satisfied were you with the overall quality of the response to your question or problem?

	<b><u>1999</u></b>	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Satisfied	77.9%	84.0%	87.0%	83.1%



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## Generally aware of 311 and One Stop?

	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Yes	59.0%	72.3%	67.3%



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Have these changes improved your  
overall view of City government?

	<b><u>2000</u></b>	<b><u>2001</u></b>	<b><u>2002</u></b>
Yes	79.1%	76.9%	73.3%



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Do you have Internet access  
either at home or at work?

	<b><u>2001</u></b>	<b><u>2002</u></b>
Yes, at home (only)	20.3%	27.0%
Yes, at work (only)	5.7%	6.3%
Yes, both	29.3%	31.3%
Total	55.3%	64.6%



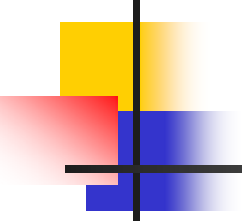


## Ratings of City Services

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Watched City Council meetings on  
TV-47?

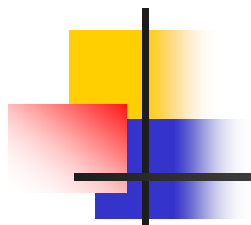
	<b><u>2001</u></b>	<b><u>2002</u></b>
Yes	43.7%	40.0%



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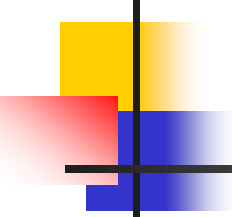
How many times in the past 12 months did you watch City Council meetings on Channel 47?

	<b><u>2001</u></b>	<b><u>2002</u></b>
Six to twelve times	12.0%	9.3%
Thirteen to twenty-four times	2.0%	4.0%



Have you watched any of the other programs or shows on The City Channel, TV-47, in the past 12 months?

	<b><u>2001</u></b>	<b><u>2002</u></b>
Yes	35.0%	30.7%



---

Overall, how would you rate the  
quality of The City Channel  
programs you have seen?

	<b><u>2001</u></b>	<b><u>2002</u></b>
Excellent	22.9%	16.3%



# How Residents Get Information on City Government

---

<u>Main Source:</u>	<u>2001</u>	<u>2002</u>
Newspaper	56%	48%
Network TV	11%	11%
The Internet	6%	9%
The City Channel (Ch. 47)	4%	8%
City Publications	7%	7%
Friend/relative	6%	7%
Call the office	5%	3%
Other	5%	7%



# “The Hampton City Page”

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Have you seen “The Hampton City Page” in the *Daily Press*?

Yes

58%

(If so...) How satisfied are you with the page’s content?

Ext. Satisfied

17%

Satisfied

80%